

The confidence of Tribune readers —and why

BINDING together buyer and seller in every satisfactory transaction is the unseen chain of confidence.

Confidence? The knowledge that a promise will be performed, that goods are as represented, that satisfaction is certain.

Tribune readers have this confidence. Between Tribune readers and Tribune advertisers stretch the strong links that mean mutual faith, mutual respect, mutual understanding. Three of these welded links are The Tribune Money Back Guarantee, The Bureau of Investigations, and The Ad-Visor. They combine to reinforce The Tribune's policy of "First to Last—The Truth: News—Editorials—Advertisements." They stimulate the utmost reader confidence, they develop productive reader responsiveness.

The motto of some advertisers is, "The customer is always right." A good many more say, "We'll do what's fair." Quite a few others remark, "You've got what you paid for—what more do you want?"

In the first class are Tribune advertisers. Double protection is assured when you buy from them. The Tribune Money Back Guarantee makes this certain. The second class will usually listen to reason, and The Tribune Bureau of Investigations often helps an aggrieved customer secure satisfaction. The third class is a type which should be run out of business. The Tribune has done just that to quite a few of them—to the joy of their former customers.

The buying public is finding out it pays to patronize those of the first class.

Printed below is The Tribune Guarantee—just 42 words decidedly worth memorizing! Simply stated, it means that a Tribune advertiser must make good or The Tribune will.

And Tribune advertisers are the kind that *do* make good. That's why they're in The Tribune.

TRIBUNE SERVICE

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements.

SATURDAY, OCTOBER 7, 1916.

Owned and published daily by The Tribune Association, a New York corporation. Ogden E. Bell, President; G. Vernon Rogers, Vice-President; Richard H. Waldo, Secretary; F. A. Suter, Treasurer. Address: Tribune Building, 124 Nassau Street, New York. Telephone, Bookman 3000.

SUBSCRIPTION RATES.—By Mail, Postage Paid, outside of Greater New York:
Daily & Sunday, 1 mo. \$1.25 Daily only, 1 month..... 1.00
Daily & Sunday, 6 mos. 4.50 Daily only, 6 months..... 3.00
Daily & Sunday, 1 year, 8.50 Daily only, 1 year..... 6.00
Sunday only, 6 months, 1.25 Sunday only, 1 year..... 2.50

FOREIGN RATES.—DAILY AND SUNDAY.
One month..... \$1.50 One year..... 12.00
One year..... 12.00
SUNDAY ONLY. DAILY ONLY.
Six months..... 2.25 One month..... .50
One year..... 4.50 One year..... 6.00
DAILY ONLY. SUNDAY ONLY.
One month..... 1.25 One month..... .50
One year..... 12.00 One year..... 6.00

Entered as Second Class Matter, October 3, 1879.

You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape. No quibbling. We make good promptly if the advertiser does not.

Americanism First.

Mr. Root was right when he said at Carnegie Hall on Thursday night that the greatest weakness is of nationality. President has gl...

rightly something confiscated take action "Prat fuses to main wh the case situation pointing Here State any hum duty critics fight dodging of mal involve Mr. Unive dent which sponsa Wh is a policie cut n and